

Dienger, Whitney

From: Jacobs, Sarah
Sent: Friday, October 26, 2012 9:15 AM
To: Dienger, Whitney
Subject: FW: URGENT MGKDS WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, October 26, 2012 9:12 AM
To: Jacobs, Sarah
Subject: RE: URGENT MGKDS WKRC

GOOD

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, October 26, 2012 9:10 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: URGENT MGKDS WKRC
Importance: High

Chabot:

N/A 10/25 6pm at \$650 & 10/26 6pm at \$650.
 MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)

Mandel bookend :15s

N/A 1x LN Th 10/25 @ \$1100.
 Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)

Mandel :30s

N/A 1x 10/28 CBS this Morning @\$450, 1x 10/28 Face the Nation @\$350.
 Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @\$100 (P4). *Wkgd AS 5-530A*
10/29-10/30 due to end date

Mandel Kennedy

N/A 1x 10/25 6pm @\$650.
 Mkgd 430-5pm on 10/29 @\$650 (P2)

10/26/2012

ORDER



Orders
Order / Rev: 67949
Alt Order #:
Product Desc: 3053 Us Senate
Estimate: 3053
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/26/12
Order Type: GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Agency
Name:
Buying Contact:
Billing Contact:
7669 Stagers Loop
Delaware, OH 43015

Strategic Media Placement
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Josh Mandel fo OHio US Senate
Demographic: HH
Product Codes: US Senate
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 41 | \$34,875.00 | \$29,643.75 |
| 10/29/12 | 10/30/12 | 22 | \$15,700.00 | \$13,345.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 41 | \$34,875.00 | \$29,643.75 | 0.00 |
| November 2012 | 22 | \$15,700.00 | \$13,345.00 | 0.00 |
| Totals | 63 | \$50,575.00 | \$42,988.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| LSM LSM | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|------------------|-------|--------------|
| Local 12 WKRC-TV | 40% | \$50,575.00 |
| Market | 100% | \$126,437.50 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| EKRC | 1% | \$1,264.38 |
| UNKWN | 59% | \$74,598.12 |
| WCPO | 0% | \$0.00 |
| WLWT | 0% | \$0.00 |
| WSTR | 0% | \$0.00 |
| WXIX | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------|------|-------------------|-----------------|-------------------------|-------------------|-----------------|---------------|-----|-------|----------|-----|------|------|-------|------------|
| N 1 | WKRC | 10/24/12 | 10/30/12 | 5a Good Morn Cincinnati | CM | 5:30 AM-6:00 AM | 11111-- | :30 | 5 | \$250.00 | P-3 | 0.00 | NM | 5 | \$1,250.00 |
| 5a Good Morn Cincinnati | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --111-- | 3 | \$250.00 | 0.00 | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | 11----- | 2 | \$250.00 | 0.00 | | | | | | | | |
| N 2 | WKRC | 10/24/12 | 10/30/12 | 6a Good Morn Cincinnati | CM | 6:00 AM-6:30 AM | 11111-- | :30 | 5 | \$325.00 | P-3 | 0.00 | NM | 5 | \$1,625.00 |
| 6a Good Morn Cincinnati | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --111-- | 3 | \$325.00 | 0.00 | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | 11----- | 2 | \$325.00 | 0.00 | | | | | | | | |
| N 3 | WKRC | 10/24/12 | 10/30/12 | 6a Good Morn Cincinnati | CM | 6:30 AM-7:00 AM | 11111-- | :30 | 5 | \$325.00 | P-3 | 0.00 | NM | 5 | \$1,625.00 |

Order / Rev: 67949 Advertiser: Josh Mandel fo OHio US Senate
 Alt Order #: Flight Dates: 10/24/12 - 10/30/12 Product Desc: 3053 Us Senate
 Estimate: 3053 Local 12 WKRC-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|----------|----------|----------------------------|-------|-------------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| N 4 | WKRC | 10/27/12 | 10/27/12 | 6a-8a Local 12 News SatCM | CM | 6:00 AM-7:00 AM | -----1- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| 6a-8a Local 12 News Sat (6:00 AM-7:00 AM) Week: 10/22/12 10/28/12 --111-- Week: 10/29/12 11/04/12 11----- | | | | | | | | | | | | | | | |
| N 5 | WKRC | 10/27/12 | 10/27/12 | 6a-8a Local 12 News SatCM | CM | 7:00 AM-8:00 AM | -----1- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| 6a-8a Local 12 News Sat (7:00 AM-8:00 AM) Week: 10/22/12 10/28/12 -----1- Week: 10/29/12 11/04/12 -----1- | | | | | | | | | | | | | | | |
| N 6 | WKRC | 10/27/12 | 10/27/12 | CBS This Morning SaturdCM | CM | 8a-10a | -----1- | :30 | 1 | \$225.00 | P-3 | 0.00 | NM | 1 | \$225.00 |
| Saturday Early Show Week: 10/22/12 10/28/12 -----1- Week: 10/29/12 11/04/12 -----1- | | | | | | | | | | | | | | | |
| N 7 | WKRC | 10/24/12 | 10/30/12 | Local 12 News at Noon CM | CM | 12p-1230p | 11111-- | :30 | 5 | \$350.00 | P-3 | 0.00 | NM | 5 | \$1,750.00 |
| Local 12 News at Noon Week: 10/22/12 10/28/12 --111-- Week: 10/29/12 11/04/12 11----- | | | | | | | | | | | | | | | |
| N 8 | WKRC | 10/28/12 | 10/28/12 | CBS Sun Morning | CM | 9:00 AM-9:30 AM | -----1 | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| CBS Sun Morn News (9:00 AM-9:30 AM) Week: 10/22/12 10/28/12 -----1 Week: 10/29/12 11/04/12 -----1 | | | | | | | | | | | | | | | |
| N 9 | WKRC | 10/28/12 | 10/28/12 | CBS Sun Morning | CM | 9:30 AM-10:00 AM | -----1 | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| CBS Sun Morn News (9:30 AM-10:00 AM) Week: 10/22/12 10/28/12 -----1 Week: 10/29/12 11/04/12 -----1 | | | | | | | | | | | | | | | |
| N 10 | WKRC | 10/28/12 | 10/28/12 | CBS Sun Morning | CM | 10:00 AM-10:30 AM | -----1 | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| CBS Sun Morn News (10:00 AM-10:30 AM) Week: 10/22/12 10/28/12 -----1 Week: 10/29/12 11/04/12 -----1 | | | | | | | | | | | | | | | |
| Spot Ch Date Range Description 1 WKRC 10/22/12-10/28/12 CBS Sun Morning 10:00 AM-10:30 AM See MG 11.2,11.3,11.4 [No Avail] | | | | | | | | | | | | | | | |
| N 11 | WKRC | 10/28/12 | 10/28/12 | Face the Nation | CM | 1030a-11a | -----1 | :30 | 1 | \$350.00 | P-3 | 0.00 | NM | 3 | \$800.00 |
| Face the Nation Week: 10/22/12 10/28/12 -----1 Week: 10/29/12 11/04/12 -----1 | | | | | | | | | | | | | | | |
| Spot Ch Date Range Description 1 WKRC 10/22/12-10/28/12 Face the Nation 1030a-11a See MG 11.2,11.3,11.4 [No Avail] | | | | | | | | | | | | | | | |
| 2 WKRC 10/29/12-10/30/12 M-F 10a-11a MG for 10.1,11.1 [Approved by Buyer] | | | | | | | | | | | | | | | |
| 3 WKRC 10/29/12-10/30/12 M-F 10a-11a MG for 10.1,11.1 [Approved by Buyer] | | | | | | | | | | | | | | | |
| 4 WKRC 10/29/12-10/29/12 5a Good Morn Cincinnati MG for 10.1,11.1 [Approved by Buyer] | | | | | | | | | | | | | | | |
| N 12 | WKRC | 10/24/12 | 10/30/12 | 5p Local 12 News at FiveCM | CM | 5:00 PM-5:30 PM | 11111-- | :30 | 5 | \$850.00 | P-2 | 0.00 | NM | 5 | \$4,250.00 |
| 5p Local 12 News at Five (5:00 PM-5:30 PM) Week: 10/22/12 10/28/12 -----111-- Week: 10/29/12 11/04/12 11----- | | | | | | | | | | | | | | | |
| N 13 | WKRC | 10/24/12 | 10/30/12 | CM | CM | 5:30 PM-6:00 PM | 11111-- | :30 | 5 | \$900.00 | P-2 | 0.00 | NM | 5 | \$4,500.00 |

